

Bachelor of Journalism & Mass Communication-BA(JMC)	
BA(JMC)- I Semester	
Course Name:-Introduction to Journalism- BAJMC101- 18	
CO1	It will provide a better understanding of the concept as well as formation of news.
CO2	The students will get a thorough knowledge of print media from a historical point of view also.
CO3	It will give an overview of various forms of journalism to the students.
CO4	It will also provide an insight into the present issues related to media.
CO5	The students will get knowledge about the different traditional and modern sources of news.
Course Name:-Introduction to Media and Communication- BAJMC102- 18	
CO1	It will provide an overview of the various types of media around us.
CO2	The students will get an insight into the various models and theories applicable to press.
CO3	It will also give knowledge about the various paradigms applicable to mass communication.
CO4	The effects of mass media on society can be well understood after the study of various theories.
CO5	The concept of mass communication in context of society will be interpreted in a coherent way.
Course Name:-Indian Political and Social System-BAJMC103- 18	
CO1	The course will help the students in understanding the working of Indian political system.
CO2	It will provide knowledge about the different concepts related to constitution.
CO3	A deep insight into the interrelationship of various social sciences can also be gained through this course.
CO4	An overview of the Indian economy can also be understood through the study of this paper.
CO5	The students will get all the basic skills required for covering different types of news.
Course Name:-Communication Lab-BAJMC104- 18	
CO1	The students will be in a better position to write different types of journalistic pieces.
CO2	The writing skills of the students will be improved and polished through this course.
CO3	It will provide a strong base to the future journalists of the country.
CO4	They will learn to form their own view point on various current and significant issues.
CO5	The basics of computer and its applicability and usage in media world will be understood in a better way.
Course Name:-English- BTHU103-18	
CO1	The objective of this course is to introduce students to the theory, fundamentals and tools of communication.

CO2	To help the students become the independent users of English language.
CO3	To develop in them vital communication skills which are integral to their personal, social and professional interactions.
CO4	The syllabus shall address the issues relating to the Language of communication.
CO5	Students will become proficient in professional communication such as interviews, group discussions, office environments, important reading skills as well as writing skills such as report writing, note taking etc.

Course Name:-English Practical/Laboratory-BTHU104-18

CO1	The objective of this course is to introduce students to the theory, fundamentals and tools of communication.
CO2	To help the students become the independent users of English language.
CO3	To develop in them vital communication skills which are integral to personal, social and professional interactions.
CO4	The syllabus shall address the issues relating to the Language of communication.
CO5	Students will become proficient in professional communication such as interviews, group discussions and business office environments, important reading skills as well as writing skills such as report writing, note taking etc.

BA(JMC)-II Semester

Course Name:-Reporting and Editing for Print-BAJMC201- 18

CO1	The course will provide students with the concept of beat and basics of different types of reporting.
CO2	The students will be in a position to write stories in proper format as required in newspaper organizations.
CO3	It will also help students in editing the news according to different criteria.
CO4	The students will also become aware of the latest trends followed in news.
CO5	Photojournalism and its usage will also increase among the future journalists.

Course Name:-Media and Cultural Studies-BAJMC202- 18

CO1	1. The course will make the students aware of the concept of mass culture and its various forms.
CO2	2. Various School of thoughts will also become popular amongst the students.
CO3	3. It will equip students with the applicability of various theories of mass media.
CO4	4. The students will know the representation of various issues in media.
CO5	5. The importance of different types of audience will become more clear through this course.

Course Name:-Global Media and Politics- BAJMC203- 18

CO1	The course will provide an overview of media industry at international level.
CO2	The students will better understand the global issues after getting aware of its historical perspective
CO3	It will provide them knowledge about the global media channels
CO4	A better understanding of different concepts related to global media will be gained
CO5	Relationship between world war and media will become more clear to the students.

Course Name:-Media Ethics and Law-BAJMC204- 18

CO1	The course will provide a better understanding of the ethical issues related to media
CO2	A broader view to ethical issues related to media technology will be gained.
CO3	The students will be in a better position to work with social media after knowing its ethical concerns.
CO4	Information on Laws related to media will help them in avoiding case of defamation while working.
CO5	Coverage on sensitive issues will be done in a more responsible manner.
Course Name:-Media Lab-BAJMC205- 18	
CO1	It will become easy to work as PRO with any organization.
CO2	The basics of ad making will become more clear after practically making them in lab.
CO3	The students will have an option to work as researcher with any media organization.
CO4	The art of reporting will prepare them for actual field work assignments.
CO5	They will be in a better position to write creative piece of writings.
BA(JMC)-III Semester	
Course Name:-Introduction to Broadcast Media-BAJMC301- 18	
CO1	The students will provide students with the concept of sound and types of sound.
CO2	The students will get the basic skills of writing radio news.
CO3	The students will be in position to write stories and news for television.
CO4	It will equip the students with the basics of camera and its Various parts of television.
Course Name:-History of the Media-BAJMC302- 18	
CO1	The course will help the students in understanding the traditional media of mass communication.
CO2	It will provide the knowledge about the history of print media.
CO3	An overview of sound media can also be understood through this study of this paper.
CO4	The students will understand the importance of sound and images for programming and communication.
CO5	The students will also become aware how television sets their agenda.
Course Name:-Advertising-BAJMC303- 18	
CO1	How to Design an ad copy for a product
CO2	Students will learn Script writing for electronic media (Radio jingle, TV, Commercial)
CO3	Planning and designing advertising campaigns
CO4	Critical evaluation of advertisements
CO5	The students will also become aware about the ethics while preparing the Advertisements.
Course Name:-Public Relations-BAJMC304- 18	
CO1	Employ PR for event management.
CO2	Students will learn how to write Press release

CO3	Develop the skills of handling situation in crisis.
CO4	It will also help students how to organize press conference.
CO5	Employ PR effectively to create goodwill and convey a positive brand image
Course Name:-Inter Personal Communication Skills-BAJMC305-18	
CO1	Self-Awareness
CO2	Personality development
CO3	How to handle stress and anxiety
CO4	The students will learn the importance of listening
CO5	Learn how to write email's letters, memos and resume.
BA(JMC)-V Semester	
Course Name:- COMPUTER APPLICATION AND MASS MEDIA-BAJMC501- 18	
CO1	The student will get the basic knowledge of various components of computer.
CO2	The students will be in a better position to use the computer properly.
CO3	The basics of computer and its applicability and usage in media world will be understood in a better way.
CO4	They will learn how to create blogs and use of social network sites.
CO5	The typing skill of the students will be improved through this course.
Course Name:- Global Media- BAJMC502- 18	
CO1	It will provide an overview of International media
CO2	The students will get an insight how global media work
CO3	The course will help the students in understanding the role of market in media
CO4	The students will be in better position to understand the role of media in promotion harmony and peace.
CO5	They will get the knowledge about various global technologies.
Course Name:-Introduction to Community Media-BAJMC503- 18	
CO1	The course will help the students in understanding Community media as an alternative voice.
CO2	It will provide the knowledge of Alternative media.
CO3	A deep insight into folk media can also be gained through this course.
CO4	An overview of folk media of Punjab can also be understood through the study of paper.
CO5	The students will get the potential of using community based traditional, new and folk media.
Course Name:-NEWSPAPER ORGANIZATION AND FUNCTIONING- BAJMC504-18	
CO1	It will provide an overview of all the departments of newspaper organization.
CO2	It will also give the knowledge of roles and responsibilities of key personnel working in a various department of newspaper organization
CO3	The course will provide the knowledge of working of advertisement department.
CO4	The students will be in position to understand the relation of all the departments.
CO5	The students will understand the concept of printing process.

BA(JMC) -VI Semester	
Course Name:-MARKETING COMMUNICATION-BAJMC601-18	
CO1	The student will get the basic knowledge of marketing components.
CO2	The students will learn the role of advertising and its effect.
CO3	The basics of Public Relations Concept.
CO4	They will learn various tools of Public Relation officer.
CO5	The students will learn various ethical practices in the field.
Course Name:- PRINCIPLES OF COMMUNICATION-BAJMC602-18	
CO1	The students will learn the concept of communication.
CO2	The course will help the students in learning the various function of communication.
CO3	They will learn the process and barriers to communication.
CO4	It will provide the knowledge of various communication theories.
CO5	A deep insight into various communication models will be understood.
Course Name:-Visual Communication Basics-BAJMC603-18	
CO1	The course will help the students in understanding basic concept of visual communication.
CO2	It will provide the knowledge of psychological processing
CO3	A deep insight cultural codes can also be gained through this course
CO4	An overview of visual culture can also be understood through the study of paper
CO5	The students will get to know the relations between various signs and their users.
Course Name:-PHOTO JOURNALISM-BAJMC604-18	
CO1	It will provide an overview of all the types and parts of camera.
CO2	It will also give the knowledge of roles and responsibilities of photojournalist.
CO3	The course will provide the knowledge of technology and creative rules used in photography.
CO4	The students will be in position to understand the difference between photojournalist and photographer.
CO5	The skills of photography will be enhanced.